

brand intake questionnaire



We're so excited to get started!

Please take a moment and answer the attached questions about your brand and some technical details as best you can. If you don't know the answer, or you get stumped... that's ok! Answer as best you can, or simply add "we'll get back to you on this" and that way we'll know to bug you later.

instructions:

1. fill this out and send back to us.
2. send your logo file(s) and fonts to:
sepiastudio@cushingco.com
3. if required, please share the link to where these files and/or a library of images live.

Give us a call if you need assistance!

1. What is the "forward facing" name of your company... the name the general public knows you as:

website:

phone number:

2. What is your tag line (if more than one, list them all here in order of importance):

This tag line is "official"

This tag line is what you casually say in conversation, ie, "you know, we're the guys that do the thing"

3. In 2 to 3 sentences, please describe what your company does. Please also include a list of services:

4. Who is your primary audience/client... who's giving you money to do what you do?:

5. Do you have a mission statement? If so, list here:

6. Do you have a brand guide/style book?

If yes, please email that to us. If not, please tell us your fonts and color values (CMYK, RGB, Hex, PMS, etc):

7. Please give us some "main message bites", the key phrases that should be emphasized in your graphics: